

CLAIMS

What is claimed is:

- 1 1. A method for determining product supply parameters in a supply chain
2 management framework, comprising:
3 a) receiving data from a plurality of supply chain participants of a supply chain
4 utilizing a network, the data relating to the sale of products by the supply chain
5 participants;
6 b) determining product supply parameters corresponding to each supply chain
7 participant based on information including the data; and
8 c) communicating corresponding product supply parameters to at least one supply
9 chain participant.
- 1 2. The method of claim 1, wherein the product supply parameters are determined by
2 a brand owner.
- 1 3. The method of claim 1, wherein the data is transmitted to the distributor and a
2 supplier in accordance with the product supply parameters.
- 1 4. The method of claim 1, wherein the network includes the Internet.
- 1 5. The method of claim 1, wherein forecasting is carried out as a function of the data
2 and the product supply parameters.
- 1 6. The method of claim 1, wherein the product supply parameters indicate a price
2 and an amount of the products to be ordered.

1 7. The method of claim 6, wherein the product supply parameters indicate the price
 2 and the amount of the products to be ordered utilizing a look-up table which
 3 correlates the data to an appropriate price and amount.

1 8. A system for determining product supply parameters in a supply chain
 2 management framework, comprising:
 3 a) logic for receiving data from a plurality of supply chain participants of a supply
 4 chain utilizing a network, the data relating to the sale of products by the supply
 5 chain participants;
 6 b) logic for determining product supply parameters corresponding to each supply
 7 chain participant based on information including the data; and
 8 c) communicating corresponding product supply parameters to at least one supply
 9 chain participant.

1 9. The system of claim 8, wherein the product supply parameters are determined by
 2 a brand owner.

1 10. The system of claim 8, wherein the data is transmitted to the distributor and a
 2 supplier in accordance with the product supply parameters.

1 11. The system of claim 8, wherein the network includes the Internet.

1 12. The system of claim 8, wherein forecasting is carried out as a function of the data
 2 and the product supply parameters.

1 13. The system of claim 8, wherein the product supply parameters indicate a price and
 2 an amount of the products to be ordered.

1 14. The system of claim 13, wherein the product supply parameters indicate the price
 2 and the amount of the products to be ordered utilizing a look-up table which
 3 correlates the data to an appropriate price and amount.

- 1 15. A computer program product for determining product supply parameters in a
2 supply chain management framework, comprising:
3 a) computer code for receiving data from a plurality of supply chain participants of a
4 supply chain utilizing a network, the data relating to the sale of products by the
5 supply chain participants;
6 b) computer code for determining product supply parameters corresponding to each
7 supply chain participant based on information including the data; and
8 c) computer code for communicating corresponding product supply parameters to at
9 least one supply chain participant.

- 1 16. The computer program product of claim 15, wherein the product supply
2 parameters are determined by a brand owner.

- 1 17. The computer program product of claim 15, wherein the data is transmitted to the
2 distributor and a supplier in accordance with the product supply parameters.

- 1 18. The computer program product of claim 15, wherein the network includes the
2 Internet.

- 1 19. The computer program product of claim 15, wherein forecasting is carried out as a
2 function of the data and the product supply parameters.

- 1 20. The computer program product of claim 15, wherein the product supply
2 parameters indicate a price and an amount of the products to be ordered.